

FIG. 1

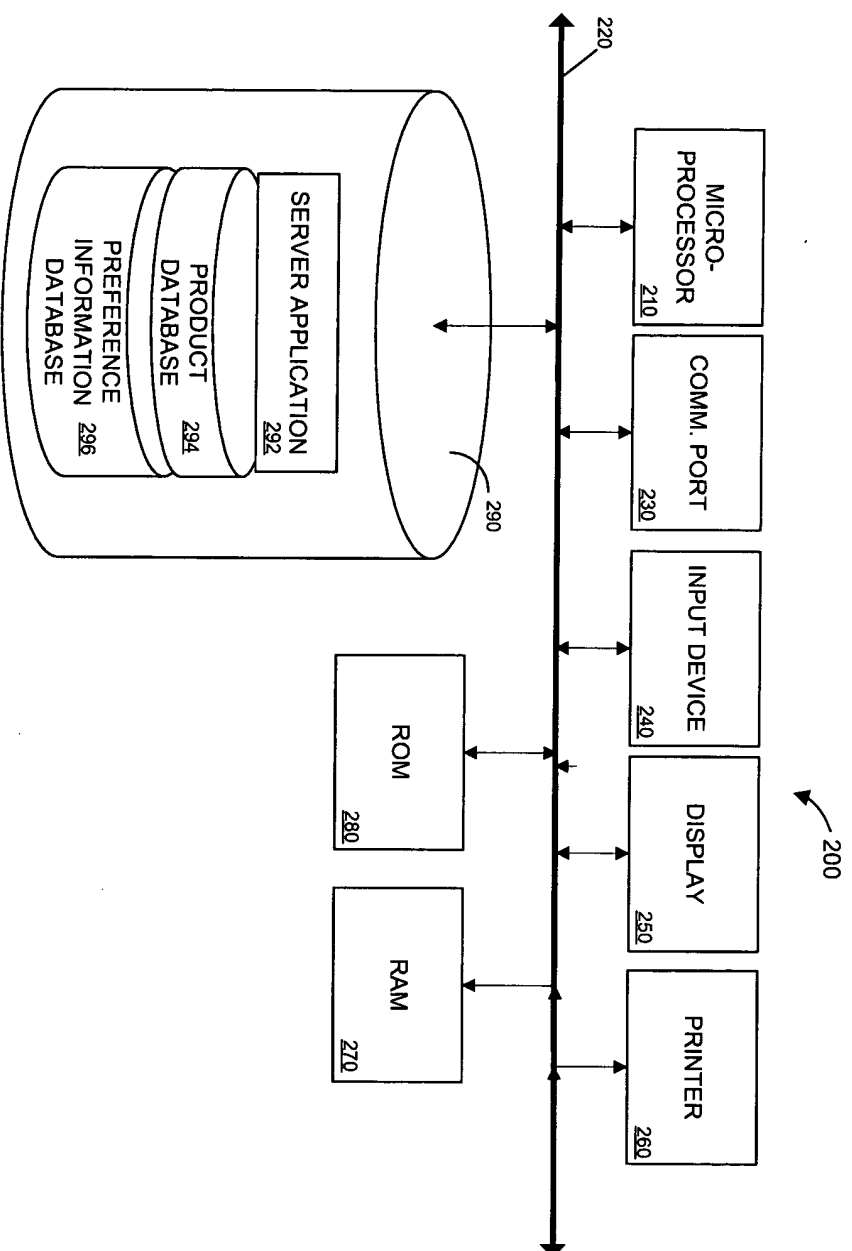


FIG. 2

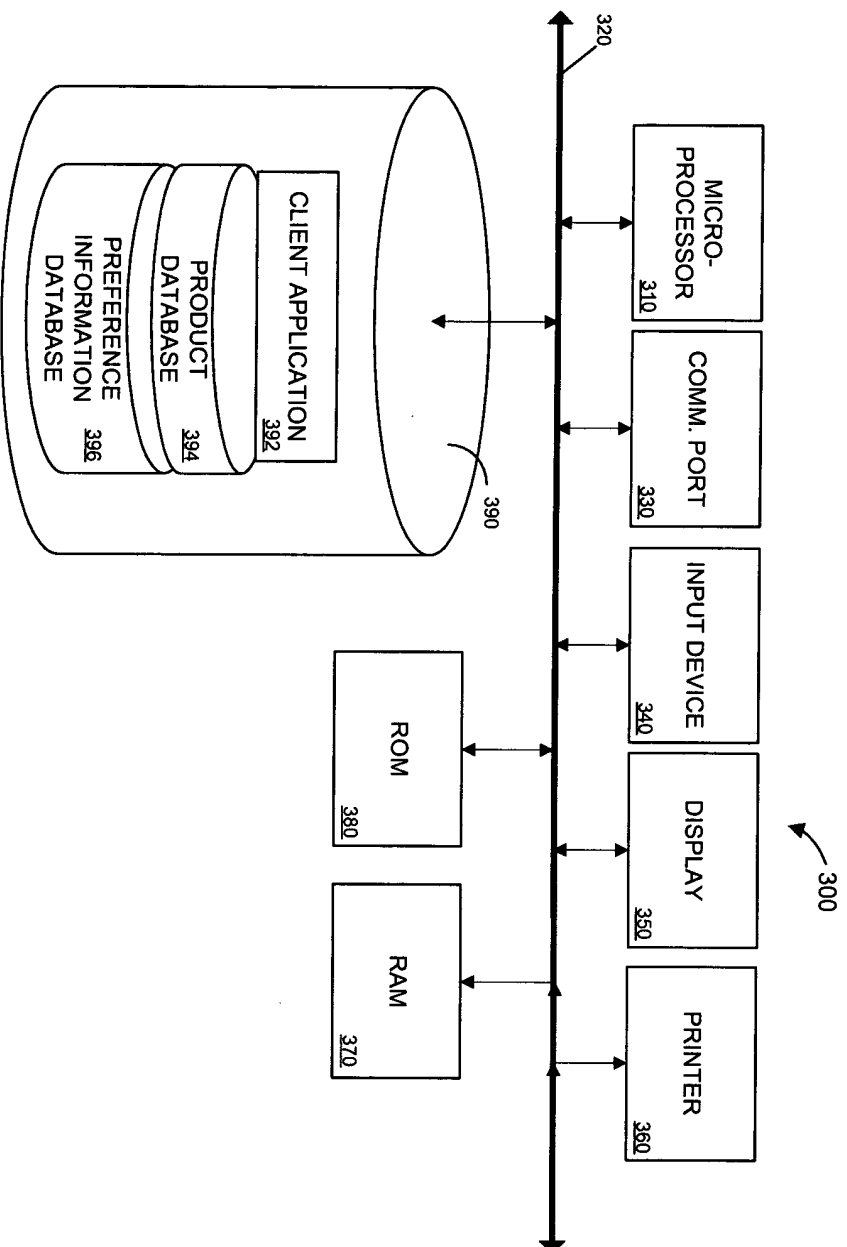


FIG. 3

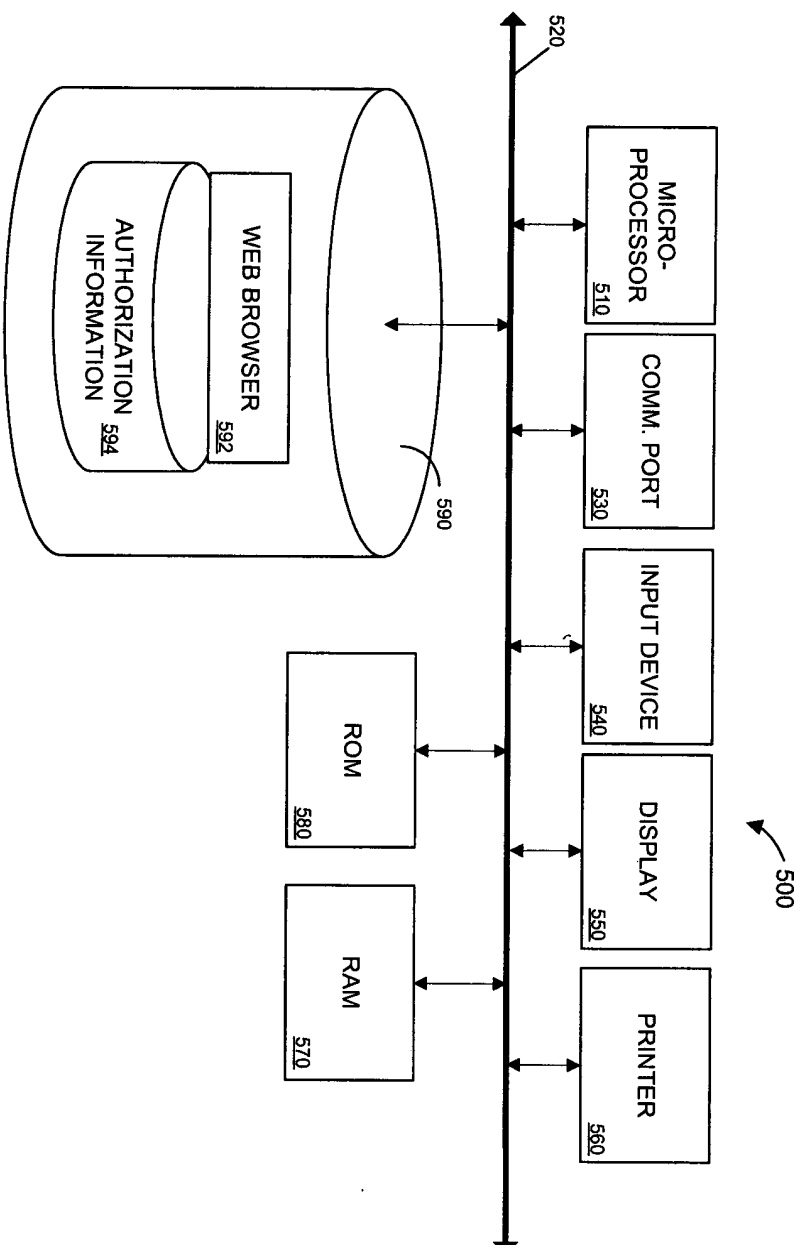


FIG. 4

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CLIENT: ACME SKIS ; PRODUCT: DOWNHILL SKIS				502
ATTRIBUTE 504	ATTRIBUTE LEVELS	506	IMPLICIT ORDER 508	UNACCEPTABLE LEVELS ALLOWED? 510
BRAND	ROSSIGNOL, VOLKL, ATOMIC, SOLOMON		NO	NO
PRICE	\$300, \$400, \$500, \$600		YES	YES
LENGTH	160cm, 170cm, 183cm, 188cm, 200cm		NO	YES
TYPE	BEGINNER/INTERMEDIATE, ALL-MOUNTAIN, GS, SLALOM, POWDER		NO	YES
WARRANTY	NO WARRANTY, 2 YEAR WARRANTY		YES	NO

FIG. 5

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RESPONDENT: JOHN PUBLIC ; PRODUCT: DOWNHILL SKIS		602
ATTRIBUTE	ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE	606
604		
BRAND	ROSSIGNOL/10, VOLKL/X, ATOMIC/7, SOLOMON/0	
PRICE	\$300/5, \$400/4.5, \$500/1, \$600/0	
LENGTH	160cm/1.4, 170cm/2.8, 183cm/7, 188cm/5.6, 200cm/0	
TYPE	BEGINNER/INTERMEDIATE/X, ALL-MOUNTAIN/4.8, GS/8, SLALOM/0, POWDER/5.6	
WARRANTY	No Warranty/0, 2 Year Warranty/2	

FIG. 6

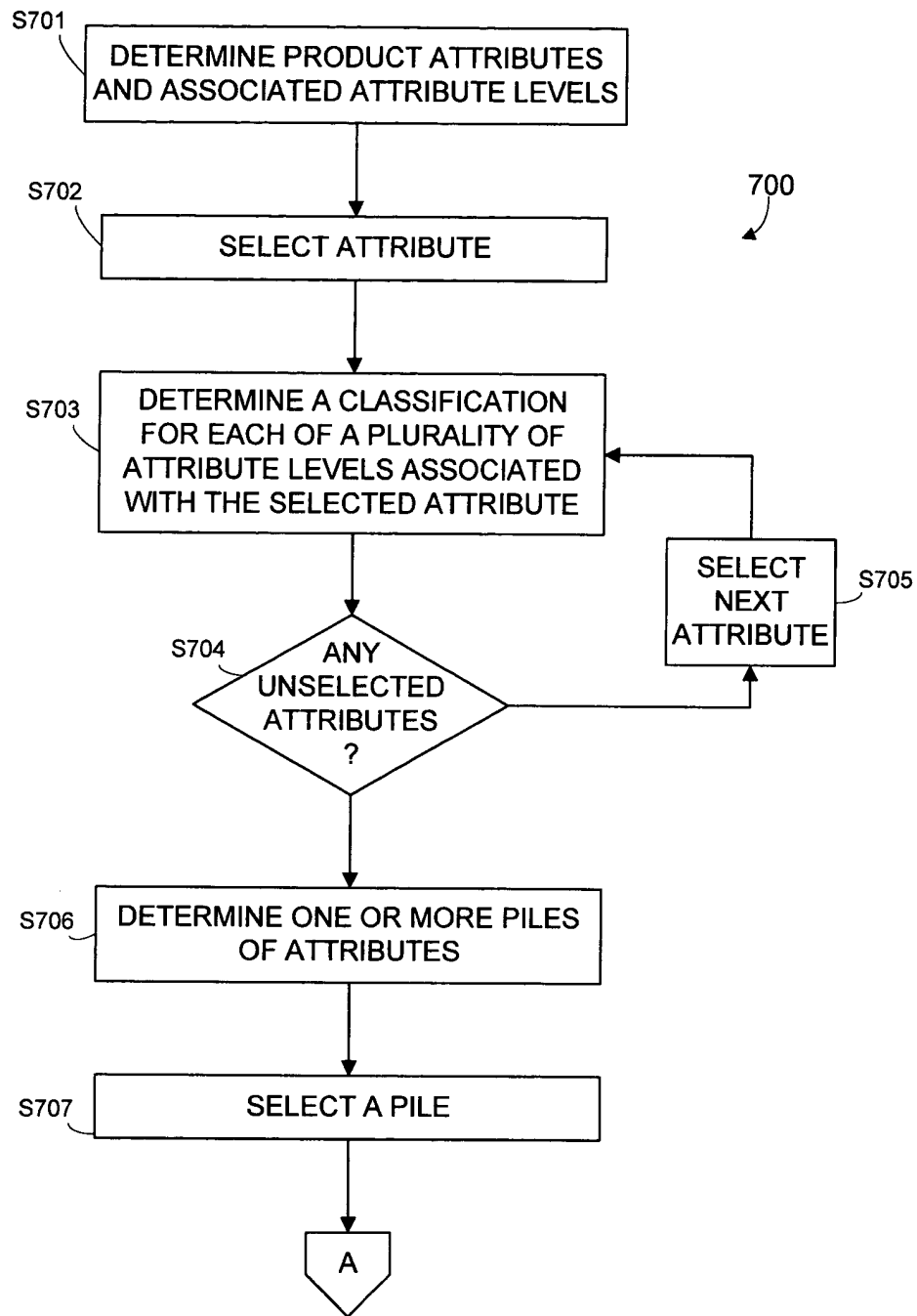


FIG. 7a

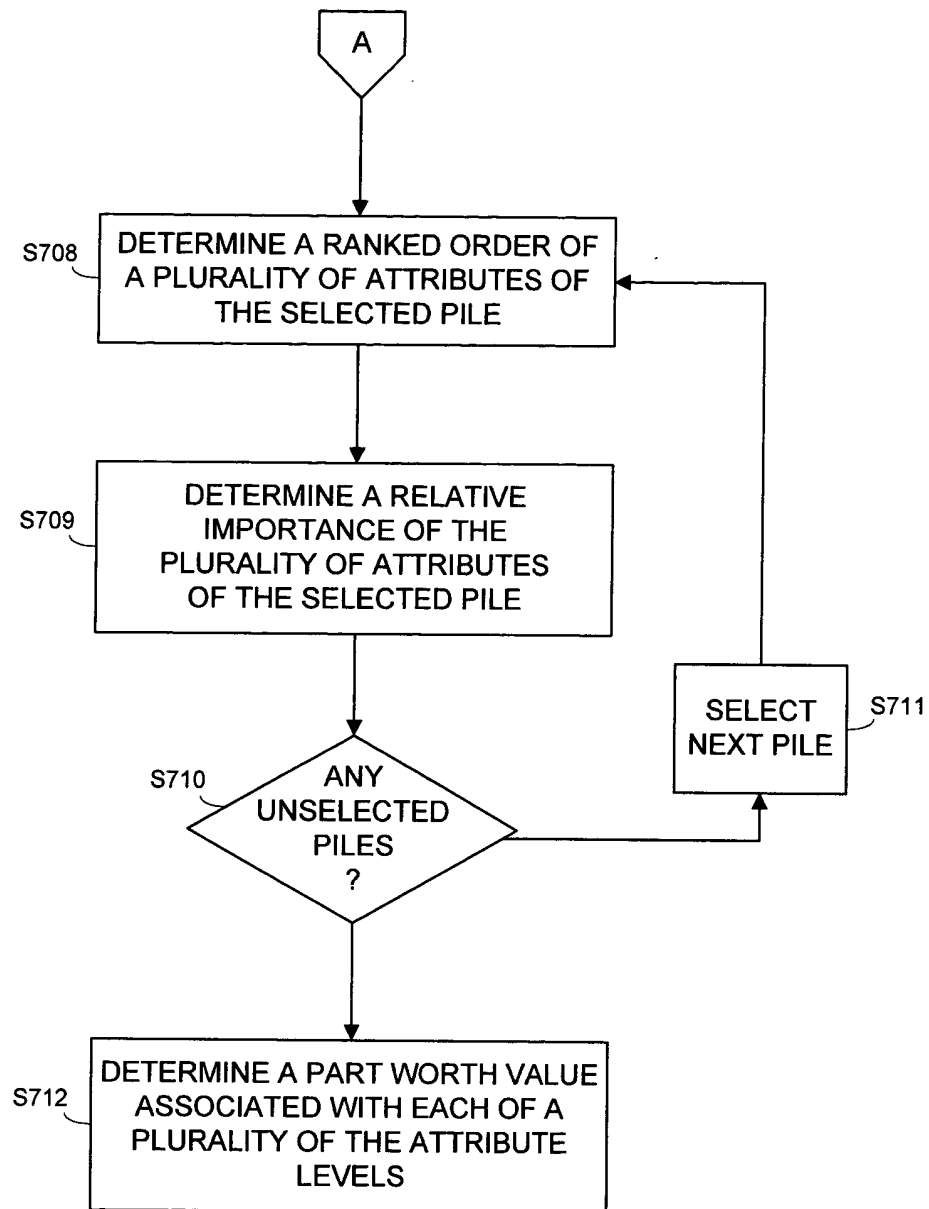



FIG. 7b

800



HOMEHELPCONTINUE >>

Brand

870

Undesignated Attributes - Move to the appropriate area below

810

Solomon

830

Least-preferred attribute level

012345678910

840

Rossignol

810

Most-preferred attribute level

850

Atomic

810

Unacceptable Attributes - You would never purchase a product having this (these) Brand(s)

810

Voik

820

Required Attribute - You would only purchase a product having this Brand

860

890

SKIP ATTRIBUTE

880

CONTINUE >>


880

CONTINUE >>

FIG. 8

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900



HOME

HELP

CONTINUE
>>

Please click and drag each attribute icon to an appropriate bucket. The "Important Attributes" bucket is for ski attributes that matter to you, the "Less Important Attributes" bucket is for ski attributes with which you are less concerned, while the "Unimportant Attributes" bucket is for ski attributes that are of no concern to you.

Brand

Type

Length

Price

Warranty

UNIMPORTANT
ATTRIBUTES

LESS IMPORTANT
ATTRIBUTES


IMPORTANT
ATTRIBUTES

CONTINUE
>>

FIG. 9

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1000



HOME

HELP

CONTINUE
>>


Please rank the following attributes from most-desirable (1) to least-desirable (5).

	1	2	3	4	5
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Type	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Warranty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Brand	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Length	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CONTINUE
>>

FIG. 10

1100



HOME

HELP

CONTINUE
>>

You said the most important attribute when purchasing skis is the Brand of the skis. Moving the lower pointer, please rate how important a 183cm ski versus a 200cm ski is, compared to how important a Rossignol ski versus a Solomon ski is to you.

0
Rossignol vs. Solomon

100

☐

0

10

20

30

40

50

60

70

80

90

100

Not
important

Moderately
important

Very
important

183cm vs. 200cm

CONTINUE
>>

FIG. 11

1200

RESPONDENT: JOHN PUBLIC		PRODUCT: DOWNHILL SKIS		DATA COLLECTED: 12/12/02, 5:23 PM	
ATTRIBUTE	ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE				
BRAND	ROSSIGNOL UTILITY = 10	VOLKL UTILITY = X	ATOMIC UTILITY = 7	SOLOMON UTILITY = 0	
PRICE	\$300 UTILITY = 5	\$400 UTILITY = 4.5	\$500 UTILITY = 1	\$600 UTILITY = 0	
LENGTH	160cm UTILITY = 1.4	170cm UTILITY = 2.8	183cm UTILITY = 7	188cm UTILITY = 5.6	200cm UTILITY = 0
TYPE	BEGINNER/ INTERMEDIATE UTILITY = X	ALL- MOUNTAIN UTILITY = 4.8	GS UTILITY = 8	SLALOM UTILITY = 0	POWDER UTILITY = 5.6
WARRANTY	NO WARRANTY UTILITY = 0	2 YEAR WARRANTY UTILITY = 0			
EACH "X" REPRESENTS A PART WORTH VALUE THAT IS UNKNOWN BECAUSE AN ASSOCIATED ATTRIBUTE LEVEL IS UNACCEPTABLE TO THE RESPONDENT					

FIG. 12